

Getting Started in Exporting Workshop

**Learn Step-by-Step the Process of How to Expand
Your Business by Entering the Export Market**

Discover the opportunities in international food markets and how federal assistance programs can help increase your export sales

Join the Food Export – Midwest and the Michigan Department of Agriculture on June 14th at the Kellogg Hotel and Conference Center at Michigan State University in East Lansing Michigan to discuss exciting opportunities in the export market as well as the federal assistance programs available to help U.S. food exporters break into new markets.

You'll learn the keys to exporting success:

- **Determine your firm's level of "export readiness" and what you need to do to go to the next step.**
- **Build a network of public and private export assistance and make profitable use of export promotional activities.**
- **Research and target your top markets for export and create an effective marketing strategy.**
- **Understand terms-of-sale and payment, and prepare competitive quotes to trade leads.**
- **Select the best method of distribution for your products, understand basic export documentation and procedures, and develop an overall export policy that best suits your company.**
- **Integrate all the elements of the export transaction in a step-by-step method.**

For More Information

The cost of this seminar is \$50 per company. Registration deadline: June 1, 2007!

For more information on the program, please contact Jamie Zmitko-Somers at zmitkoj@michigan.gov or 517.241.3628. Or Fax this form back to 517.335.0628.

(NOTE: Your registration will be confirmed via email.)

NAME _____		
TITLE _____	COMPANY _____	
STREET ADDRESS _____		
CITY _____	STATE _____	ZIP _____
PHONE _____	FAX _____	
E-MAIL _____		

PRODUCTS

☐ Check this box if you no longer want to receive faxes or e-mails from Food Export – Midwest. Please tell us why and provide your company name and fax number _____

Fax this form back to 312.334.9230. If you would like to hear about future Food Export – Midwest promotions via e-mail, please provide your e-mail address _____

Food Export – Midwest administers many services through Market Access Program (MAP) funding from the USDA Foreign Agricultural Service.

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East Lansing, MI

June 14, 2007

Time: 8:30 am – 4:30 pm

Location: Kellogg Hotel & Conference Center
Michigan State University
55 S. Harrison Rd., East Lansing, MI

All Pre-Registered Attendees Will Receive:

- **A top 25 export market report for your products.**
- **Automatic enrollment in Trade Lead Connection, which gives you leads from interested, international buyers.**
- **Global Food Marketer, Food Export – Midwest's and Food Export – Northeast's newsletter.**

What is the Branded Program?

The Branded Program is a service offered to small Midwestern and Northeastern food and agricultural companies to help them off-set international marketing expenses. It's a cost-share program that reimburses 50% of approved promotional expenses like tradeshow fees, brochures, advertising, label changes (if required by market regulations), etc. This means you could place twice the number of ads, attend two tradeshows instead of one, ship products to four potential clients instead of two, etc. Bottomline—it can save you money in your international exporting endeavors!

**HURRY! Register for the workshop today.
Space is very limited.**

About Food Export Association of the Midwest USA and Michigan Department of Agriculture

Food Export – Midwest is a private, non-profit association that offers services to help U.S. food and agricultural companies promote their products in foreign markets.



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